

CLAIMS

In the Claims

The following is a marked-up version of the claims with the language that is underlined (“ ”) being added and the language that contains strikethrough (“~~—~~”) being deleted:

1. – 133. (Canceled)

134. (Currently Amended) A television set-top terminal (“STT”) coupled to a server via a bi-directional communication network, said STT comprising:

memory having at least one program code stored therein;

at least one processor that is programmed by the program code to enable the STT to:

receive via tuner in the STT media guide data corresponding to a media guide for
on-demand rentable video presentations;

provide a media guide presentation to a user via a television signal, the media
guide presentation comprising at least a portion of the media guide data

corresponding to a plurality of on-demand rentable video presentations;

responsive to presentation specific rent flags received from the server, enable a

plurality of user-selectable rental options specific to each one of the
plurality of on-demand rentable video presentations in the media guide
presentation;

configure a first rental option in the plurality of user-selectable rental options to
provide a user-selectable option to view a user-selected on-demand

rentable video presentation without presentation promotional advertising that is otherwise shown during presentation of the user-selected on-demand rentable video presentation;

configure a second rental option in the plurality of user-selectable rental options to provide a user-selectable option to view a user-selected on-demand rentable video presentation without preceding movie trailers that are otherwise shown immediately prior to presentation of the user-selected on-demand rentable video presentation;

receive a first user input corresponding to a selection of one of the plurality of on-demand rentable video presentations in the media guide presentation;

provide the first rental option and the second rental option to the user responsive to the first user input;

receive a second user input responsive to providing the first rental option and the second rental option;

provide the one of the plurality of rentable video presentations to the user without presentation promotional advertising during the presentation and without preceding movie trailers responsive to the second user input corresponding to the selection of the first rental option and the second rental option; and

suspend the provision of the rentable video presentation and provide the user with suspension promotional advertising responsive to third user input, wherein the suspension promotional advertising provided during suspension of the presentation is configured by the server and is independent of the

~~particular~~ presentation and independent of the first rental option and the second rental option.

135. (Previously Presented) The STT of claim 134, wherein the suspension promotional advertising provided during suspension of the presentation corresponds to movie trailers provided through a movie trailer channel to which the STT tunes during the suspension of the presentation, wherein the user is provided an option to purchase for future rental at least one movie corresponding to the movie trailers during the suspension of the presentation

136. (Previously Presented) The STT of claim 134, wherein the presentation promotional advertising corresponds to logos provided to the user with the one of the plurality of rentable video presentations.

137. (Previously Presented) The STT of claim 134, wherein the presentation promotional advertising corresponds to brands provided to the user with the one of the plurality of rentable video presentations.

138. (Previously Presented) The STT of claim 134, wherein the presentation promotional advertising corresponds to marks provided to the user with the one of the plurality of rentable video presentations.

139. – 156. (Canceled)